

AGENDA
FREMONT REDEVELOPMENT AGENCY REGULAR MEETING
JULY 7, 2009
7:00 P.M.

1. CALL TO ORDER

2. CONSENT CALENDAR

Items on the Consent Calendar are considered to be routine by the Redevelopment Agency and will be enacted by one motion and one vote. There will be no separate discussion of these items unless an Agency Member or citizen so requests, in which event the item will be removed from the Consent Calendar and considered in its normal sequence on the agenda. Additionally, other items without a "Request to Address the Redevelopment Agency Board" card in opposition may be added to the consent calendar. (In the report section of the agenda, consent items are indicated by an asterisk.)

2.1 *Approval of Minutes for the Regular Meeting of April 28, 2009 and the Regular Meeting of May 5, 2009*

2.2 **AMENDMENT TO SERVICE AGREEMENT WITH NILES ESSANAY SILENT FILM MUSEUM FOR CONTINUATION OF NILES GOLDEN SPIKE PROJECT**

Authorization of Executive Director or his Designee to Execute an Amendment to the Service Agreement between the Redevelopment Agency and the Niles Essanay Silent Film Museum for the Continuation of the Niles Golden Spike Project to promote and revitalize the Niles Business District

Contact Person:

Name:	Josh Huber	Elisa Tierney
Title:	Redevelopment Project Manager	Redevelopment Director
Dept.:	Redevelopment Agency	Redevelopment Agency
Phone:	510-494-4513	510-494-4501
E-Mail:	jhuber@fremont.gov	etierney@fremont.gov

RECOMMENDATION: *Authorize the Executive Director or his designee to execute an amendment to the existing Service Agreement, in the amount of \$137,125, between the Redevelopment Agency and Niles Essanay Silent Film Museum in order to continue the operation of the Niles Golden Spike program and promotion and economic revitalization of the Niles business district.*

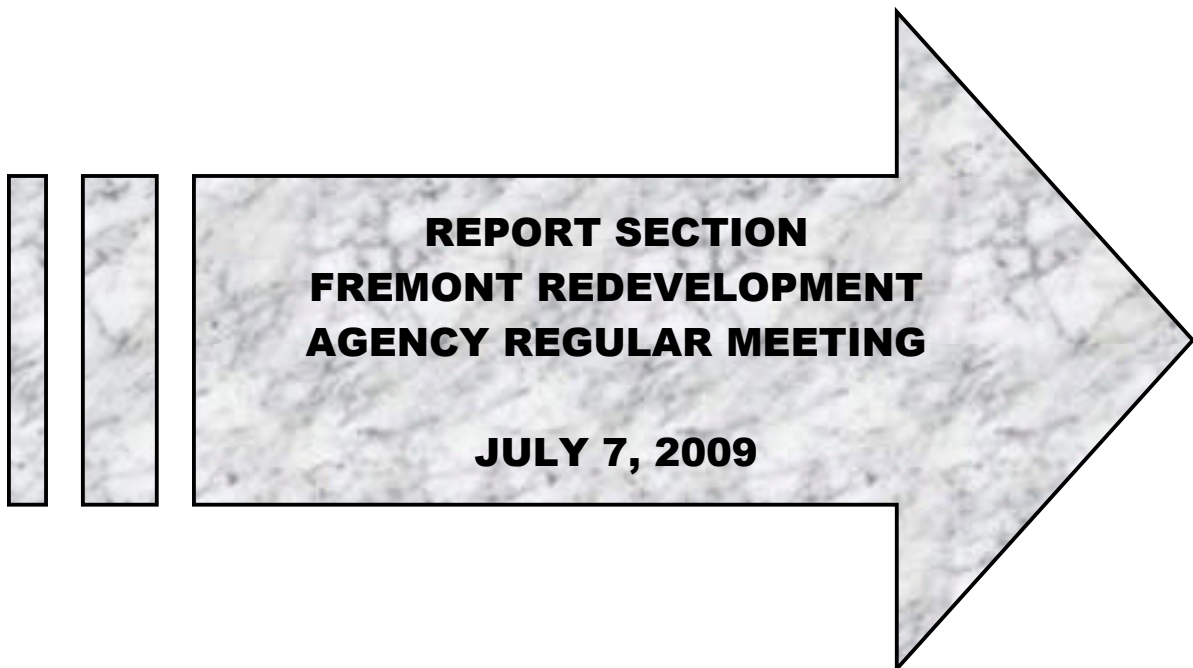
3. PUBLIC COMMUNICATIONS

3.1 Oral and Written Communications

4. PUBLIC HEARINGS – None.

5. OTHER BUSINESS – None.

6. ADJOURNMENT



***2.2 AMENDMENT TO SERVICE AGREEMENT WITH NILES ESSANAY SILENT FILM MUSEUM FOR CONTINUATION OF NILES GOLDEN SPIKE PROJECT**

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Executive Summary: Staff requests Redevelopment Agency Board authorization for the Executive Director or his designee to execute an amendment to the Service Agreement, in the amount of \$137,125, between the Agency and Niles Essanay Silent Film Museum (Essanay) for the continuance of the Niles Golden Spike program and related economic development and promotional activities for the 2009/10 fiscal year. Approval of the original service agreement and two prior amendments to that agreement brought the original total contract amount to \$249,300. On July 22, 2008, the Agency Board approved a new, second service agreement for \$143,560, which funded the program for the 2008/09 fiscal year. This action would increase the current service agreement to \$280,685. The total cumulative amount of Agency expenditure on this program since inception would be \$529,985.

The Agency entered into the original Agreement with Essanay in November 2005, a few months prior to the resumption of the operation of the Niles Canyon Railway, a weekend excursion train between Sunol and Niles, which afforded the opportunity to bring train passengers safely into the Niles business district (i.e., Golden Spike program) and enhance the district's visibility and economic vitality. Essanay's coordination of moving train passengers into Niles' business district, via shuttle bus service and on foot, and its promotion of the area have proven to be a success. This amendment to the Service Agreement is needed to ensure the continuance of the Golden Spike program.

BACKGROUND: On November 18, 2005, the Redevelopment Agency entered into a Service Agreement in the amount of \$55,000 with the Niles Essanay Silent Film Museum (Essanay), a Niles-based non-profit organization whose principal purposes are the preservation and exhibition of silent era films, many of which were filmed in Niles and produced by Essanay Studios, which was based in Niles from 1912-1916. In addition to its historic film orientation, Essanay has in recent years become one of the key entities attracting people to and promoting the Niles' business district. Moreover, Essanay's location on Niles Boulevard, between G and H Streets, places it at the center of the Niles Redevelopment Project Area, enabling the museum/theater to act as base for the area's commercial events.

DISCUSSION/ ANALYSIS: The shuttle service provided by the Golden Spike program provides a means to bring potential shoppers from the train stop past the overpass and into downtown Niles. This increases pedestrian traffic and economic activity that would otherwise be prevented by accessibility

problems. It therefore leads directly to economic development that would not occur in the absence of the program, reinforcing other economic development initiatives of the City and local business owners. The City Council will consider an action to award a service agreement for a feasibility study of options for the construction of a permanent pedestrian crossing facility at this evening's meeting. The construction of such a facility would eliminate the need for continued Agency funding of the Golden Spike program.

FISCAL IMPACT: The fiscal impact to the Agency by this action is \$137,125. Funding for the proposed contract amendment is available in the Niles Commercial Revitalization & Transit Enhancement Program (951RDA3109).

ENVIRONMENTAL REVIEW: This Agency action and program are consistent with the scope of the project described in the 1998 certified Fremont Redevelopment Plan Amendments and Merger Program EIR. No additional environmental review is required.

ENCLOSURE: None

RECOMMENDATION: Authorize the Executive Director or his designee to execute an amendment to the existing Service Agreement, in the amount of \$137,125, between the Redevelopment Agency and Niles Essanay Silent Film Museum in order to continue the operation of the Niles Golden Spike program and promotion and economic revitalization of the Niles business district.

5.1 Report Out from Closed Session of Any Final Action